

ORDER



Orders
Order / Rev: 331326
Alt Order #:
Product Desc:
Estimate: 445
Flight Dates: 10/17/16 - 10/24/16
Original Date / Rev: 10/13/16 / 10/13/16
Order Type: GENERAL

CBS - Salinas, CA

Primary AE: Kristy Santiago
Sales Office: SL-L
Sales Region: LOC

Agency
Name: BlueWest Media
Buying Contact:
Billing Contact:
 5130 E. 18th Ave.
 Denver, CO 80220

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Save Lives CA
Demographic: HH
Product Codes: PL02
Priority: P-2
Revenue Codes: AGY, POL, ISSUE

New Business Thru:
Order Separation: 00:30:00
Advertiser External ID:
Agency External ID:
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/26/16	10/24/16	50	\$6,600.00	\$5,610.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2016	50	\$6,600.00	\$5,610.00	0.00
Totals	50	\$6,600.00	\$5,610.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristy Santiago			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KION	10/17/16	10/24/16	M-F 7A-9A CBS This Morn M-F 7A-9A CBS This Morn	CM	7A-9A	MTWTF--	:30	10	\$100.00	P-2	0.00	NM	12	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--		10				\$100.00		0.00			
Week:		10/24/16	10/30/16	M-----		2				\$100.00		0.00			
N 2	KION	10/17/16	10/24/16	CBS Sun Morn 7a-830a CM CBS Sun Morning	CM	7a-830a	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-----S		1				\$350.00		0.00			
Week:		10/24/16	10/30/16	-----		0				\$0.00		0.00			
N 3	KION	10/17/16	10/24/16	M-F 9a-10a M-F 9a-10a	CM	9a-10a	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--		5				\$100.00		0.00			
Week:		10/24/16	10/30/16	M-----		1				\$100.00		0.00			
N 4	KION	10/17/16	10/24/16	M-F 2p-3p M-F 2p-3p	CM	2p-3p	MT-----	:30	1	\$75.00	P-3	0.00	NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	-T-----		1				\$75.00		0.00			
Week:		10/24/16	10/30/16	M-----		1				\$75.00		0.00			
N 5	KION	10/17/16	10/24/16	M-F 3p-4p M-F 3p-4p	CM	3p-4p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	7	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/17/16	10/23/16	MTWTF--		5				\$100.00		0.00			
Week:		10/24/16	10/30/16	M-----		2				\$100.00		0.00			

Order / Rev: 331326
 Alt Order #:
 Flight Dates: 10/17/16 - 10/24/16

Advertiser: Save Lives CA
 Product Desc: CBS - Salinas, CA
 Estimate: 445

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	KION	10/17/16	10/24/16	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	5	\$150.00	P-2	0.00	NM	9	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	MTWTF--		7				\$150.00		0.00			
		Week: 10/24/16	10/30/16	M-----		2				\$150.00		0.00			
N 7	KION	10/17/16	10/24/16	M-F 5p-530p News M-F 5p-530p News	CM	5p-530p	MT-T---	:30	2	\$300.00	P-2	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-T-T---		2				\$300.00		0.00			
		Week: 10/24/16	10/30/16	M-----		1				\$300.00		0.00			
N 8	KION	10/17/16	10/24/16	M-F 11P-1135P News M-F 11P-1135P	CM	11P-1135P	M-W-F--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-W-F--		3				\$200.00		0.00			
		Week: 10/24/16	10/30/16	M-----		1				\$200.00		0.00			
N 9	KION	10/17/16	10/24/16	M-F 1135P-1235A M-F 1135P-1235A	CM	1135P-1235A	M-WT---	:30	3	\$75.00	P-2	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	M-WT---		3				\$75.00		0.00			
		Week: 10/24/16	10/30/16	M-----		1				\$75.00		0.00			
N 10	KION	10/17/16	10/24/16	SA 11P-1130P News SA 11p-1130p News	CM	11P-1130P	-----S-	:30	2	\$125.00	P-3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/16	10/23/16	-----S-		2				\$125.00		0.00			
		Week: 10/24/16	10/30/16	-----		0				\$0.00		0.00			
													Totals	50	\$6,600.00

201048

Station Order Revised Yes on 56-Save Lives California

Market: Monterey-Salinas
Flight Dates: Monday, October 17, 2016 to Monday, October 24, 2016

Estimate ID
445

Contact: Kristy Santiago
Email: kristy.santiago@kionrightnow.com

Phone: 831-784-1702
Fax: 831-757-1766
Direct:

KION-TV

				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Total
				Oct	Oct	Oct	Oct	Oct	Oct	Oct	Oct	
Program Name	DP	Length	Gross Rate	17	18	19	20	21	22	23	24	
CBS This Morning	EM	M-F	\$100.00	2	2	2	2	2			2	12
7:00 AM 9:00 AM		30	\$1,200.00									
CBS Sun Morn	EM	Su	\$350.00							1		1
7:00 AM 8:30 AM		30	\$350.00									
Live Kelly	DT	M-F	\$100.00	1	1	1	1	1			1	6
9:00 AM 10:00 AM		30	\$600.00									
Let's Make a Deal	DT	M-F	\$75.00			1		1				2
2:00 PM 3:00 PM		30	\$150.00									
Dr. Phil	DT	M-F	\$100.00	1	1	1	1	1				7
3:00 PM 4:00 PM		30	\$700.00									
Judge Judy	EF	M-F	\$150.00	2	2	1	2	1			1	9
4:00 PM 5:00 PM		30	\$1,350.00									
KION 5p News	EN	M-F	\$300.00		1		1				1	3
5:00 PM 5:30 PM		30	\$900.00									
Colbert	LF	M-F	\$75.00	1		1	1				1	4
11:35 PM 12:35 AM		30	\$300.00									
KION 11p News	LN	M-F	\$200.00	1		1		1			1	4
11:00 PM 11:30 PM		30	\$800.00									
Sat 11p News	LN	Sa	\$125.00						2			2
11:00 PM 11:30 PM		30	\$250.00									
Station Gross Totals			\$6,600.00	8	7	8	8	7	2	2	8	50
Station Net			\$5,610.00									

Does not air on Sunday
① 2

Football
②
airs 830-930p due to football

Mary Wittemyer
BlueWest Media
5130 E. 18th Ave., Denver, CO 80220

Date/Time Sent: 10/13/2016 1:59:10 PM
KION-TV
Page 1 of 1

mary@bluewestmedia.com

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KION-TV Monterey-Salinas	Date: 10/13/2016
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I, **BlueWest Media**

do hereby request station time concerning the following issue:

Tax

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
SEE ATTACHED SCHEDULE					
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 17, 2016			Monday, October 24, 2016		

This broadcast time will be used by: Yes on 56-Save Lives California

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

Tax

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

Yes on 56-Save Lives California

1201 J Street Suite 200, Sacramento, CA 95814

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Jim DeBoo Campaign M Alma Hernandez Treasurer

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

Thursday, October 13, 2016

Date

Mary White

Signature

720-370-7700

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Kristen Santiago

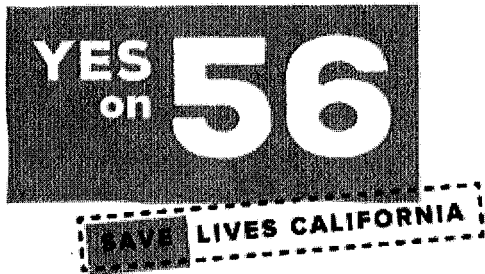
Signature

Kristen Santiago

Printed Name

GM

Title



**Protect kids.
Fight cancer.
If you don't smoke, you don't pay.**

October 4, 2016

To Whom It May Concern:

The Yes on 56 – Save Lives California campaign, at 1020 12th Street, Suite 303, Sacramento, CA 95814, authorizes Blue West Media of Denver, Colorado to serve as a media buying agency for an individual media placement on behalf of Yes on 56 – Save Lives California, running October 7-24, 2016.

The Yes on 56 – Save Lives California campaign will also maintain GMMB of Washington, DC as a media placement agency, and all buys placed in the past or the future by the GMMB agency on behalf of Save Lives California will remain under the responsibility of the GMMB agency.

Spot traffic sent by Blue West Media will apply only to schedules placed by Blue West Media. Similarly, all spot traffic sent by GMMB will only apply to schedules placed by GMMB.

If there are any questions regarding this authorization, please contact myself at the number below.

Jim DeBoo
Campaign Manager
Yes on 56 – Save Lives California
916-806-1526



YesOn56.org

